ABSTRACT OF THE DISCLOSURE

An interactive technique for generating a supplementary, program-related output. A programming signal and a supplementary, program-related data signal are combined into a broadcast signal which is then broadcast from a program signal source. The broadcast signal is received, and the programming signal of the received broadcast signal is performed with reproduction equipment for an audience. The supplementary, program-related data signal of the received broadcast signal is stored, and retrieval of the stored supplementary, program-related data signal is enabled interactively with the programming signal being performed. In response to a control signal being actuated by a member of the audience tuned to the programming signal being performed, the stored supplementary, program-related data signal is retrieved and used to generate the supplementary, program-related output. The supplementary, program-related data signal can be used, for example, to print a reward, such as a discount coupon for purchasing a product advertised as part of the programming signal.